



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Communications Lead</b>
<b>Hours:</b>	<b>15 hours/2 days per week (can be worked flexibly)</b>
<b>Salary:</b>	£24,500 FTE (37.5hrs) per annum (pro rata)
<b>Contract:</b>	Part-time & fixed-term contract, 12 months (April 2025 – March 2026)
<b>Reporting to:</b>	Chief Executive Officer
<b>Location:</b>	Remote/home working, and presence at The Loop services, when needed, requiring some travel.

### Job Description:

The overarching responsibilities and accountabilities will include:

- Support the mission and objectives of The Loop through impactful and far-reaching communications utilising a range of media channels, including press and social media platforms.
- Collaborate with The Loop team, staff and volunteers, in the coordination and administration of our communications to achieve the Organisation's strategic aims.
- Contribute to The Loop's aims and objectives, work plans, policies and procedures in such a way that they contribute to the overall success of the Organisation.

The Loop's communications extend the reach and understanding of harm reduction related to drugs and alcohol. This post will ensure The Loop expands its profile and presence, capacity and response, to maximise the opportunities to communicate harm reduction messages and information, raises the awareness and understanding of drug checking, and engages stakeholders and potential funders, and members of the public.

Our communications will provide assurance of the expertise and clear priorities of the organisation.

### Duties and Responsibilities

#### Service development & delivery

The Communications Lead will be a point of contact for **press and media** enquiries and opportunities:

- Acknowledge and respond to initial enquiries from press and media outlets, seeking to maximise opportunities for positive coverage of drug checking in the media
- Explore press opportunities with senior members of The Loop assisting in the decisions and resourcing for our communications
- Maintain a record of media coverage, amplifying this through our communication platforms for further impact
- Support the development and dissemination of press releases to promote our work.

The Communications Lead will provide increased capacity to generate **social media content and presence** to produce harm reduction information, drug alerts, and access to services. This will be for the purpose of raising profile, awareness, understanding, support, fundraising, and reducing harms:

- Create and publish social media content, campaigns and posts in collaboration with colleagues, developing social media assets and templates

- Review and develop The Loop’s current social media profiles, and report to the Media Action Group on performance of our social media posts and platforms
- Collate social media analytics, and aim to improve our engagement and reach on all used platforms.
- Where appropriate, work at pace to create time-sensitive content for social media, working with apps such as Photopea and Canva to produce alerts.

**Partnerships and communication**

The Communications Lead will assist colleagues in developing the understanding of effective harm reduction messaging for different audiences and within the complex operating environment of the Loop’s work:

- Support research activities of The Loop in the assessing and evaluation of the impact of communications, adopting this into practice
- Work with external partners to generate content and assist in reaching agreement with partners on public facing posts and messaging
- Develop effective partnerships to support the capacity, development and best practice in The Loop’s communications.

**Administration and business development**

- Develop an effective content plan and calendar to maintain regular posting, key messages, and brand consistency across social media channels.
- Oversee the social media content calendar.
- Monitor our social media and comments, considering the reputation of The Loop on social media and communicate to colleagues any themes or risks to The Loop’s brand.
- Keep up to date with social media content trends, news, and tools to inform best practice and strategy and working with colleagues to test and utilise further communication channels.

**Other duties**

- Be an ambassador for The Loop and represent the organisation at external events, when appropriate
- Have a flexible approach to working hours to accommodate meetings that sometimes take place outside of considered normal working hours.

**Key Criteria**

The Communications Lead will comply with the standard responsibilities and core competencies expected of all roles within The Loop including adopting and complying with The Loop’s mission and values, policies and procedures; and regulatory frameworks which includes our Code of Conduct and Equality, Diversity and Inclusion, Health and Safety, Data Protection (including GDPR) and use of IT resources, Complaints procedure, Human Resources policies and procedures.

No job description can cover every issue which may arise within the post at various times and the post-holder is expected to carry out other duties from time to time, which are broadly consistent with those described and to support the efficient running of the organisation.

**PERSON SPECIFICATION**

Experience, knowledge and skills	MEASURED BY
Experience using social media tools to develop content.	Expression of interest (internal recruitment) & interview
Experience of writing and editing digital copy.	
Experience with Canva or similar design tools.	
Knowledge of harm reduction in relation to drugs and alcohol, with an understanding of the sensitivities of harm reduction communications	
Understanding of data protection principles.	
Ability to manage and prioritise multiple tasks.	
Ability to ensure content is inclusive and accessible.	
Excellent organisational and problem solving skills	

<b>Personal Attributes</b>	
Ability to work in a team and support colleagues, communicating with others in the organisation regularly and frequently.	Expression of interest (internal recruitment) & interview
Problem-solving approach	
Understanding of and commitment to equal opportunities and to safeguarding.	
Ability to be self-disciplined and reliable.	
Ability to work with people from a wide variety of communities and diverse backgrounds and abilities.	
Good attention to detail and a strong ability to proofread and maintain consistency.	
Passion for the charity sector and the work of The Loop.	

**CORE COMPETENCIES FOR ALL STAFF:** The following are attributes/behaviours the role holder must possess, additional to those above, to be successful in the role

Service focused	<p>Focuses on addressing organisational priorities and understands the success of The Loop depends on achieving trust and mutual respect between different parts of the organisation.</p> <p>Able to represent The Loop effectively to all internal and external stakeholders Works effectively in partnership with others. Strong commitment to service users and passionate in belief that they can make contribute to change for themselves and others.</p> <p>Portrays the organisation in a positive light.</p>
Clarity of purpose	<p>Delivers objectives and targets linked to the team's work plan and priorities. Establishes clear priorities, a practical framework for achieving them and keeps issues in proportion.</p> <p>Focuses on quality, impact and outcomes/results.</p> <p>Exercises a good level of judgement and is confident in decision making. Takes ownership for decisions that affect self, others and the organisation, within their range of responsibility.</p>
Embracing change & innovation	<p>Contributes to continuous organisational improvement.</p> <p>Understands the need and actively contributes to change.</p> <p>Is responsive, flexible and positive.</p> <p>Responds positively to change.</p> <p>Is creative and innovative and able to bring improvements in systems and practices.</p>
Team working	<p>Maximises the contribution of self and others to the organisation. Provides constructive and positive feedback to colleagues.</p> <p>Is supportive of others and shares knowledge, ideas and resources.</p> <p>Listens to others and shows sensitivity to their needs, positions and points of view. Sees productive conflict as normal and healthy and effectively handles disagreements and differences of opinions.</p>

	Motivates and inspires others.
Effective communication	<p>Respectful and courteous.</p> <p>Uses appropriate methods of communication.</p> <p>Clear with own boundaries as well as those of others including service users.</p> <p>Able to communicate effectively with different individuals and partners including service users, colleagues, commissioners and members of the local community.</p> <p>Able to collect, collate and present relevant information based on research, knowledge, experiences of self and others in a form that is appropriate to the target audience.</p>
Efficiency & effectiveness	<p>Plans work efficiently to maximise effectiveness.</p> <p>Takes action to promote a positive and good working environment.</p> <p>Plan, prepare and review own work and identify potential future problems.</p> <p>Consistently performs to a high standard and takes action to solve problems in timely manner.</p> <p>Conscientious and professional.</p>
Managing & Developing self	<p>Self-critical and reflective.</p> <p>Emotionally resilient and develops ways to manage stress and pressure of the job.</p> <p>Manages upwards as well as downwards.</p> <p>Identifies learning and development needs to enhance performance and contribute to the achievement of the organisation's objectives.</p> <p>Assesses and continually develops own competence, seeking and accepting feedback from others.</p>